

Seeing the Future on Third Avenue

"Mangia Bene"



Experienced business owners find that the "Welcome to Third Avenue" is backed by a business friendly city with a commitment to making things happen.



Having owned and operated several restaurants over the years, Dominic Donato was no stranger to the process when he decided to open Mangia Bene on Third Avenue in mid-2006. What was unusual for him was how it all evolved. First, he did not conduct a long search to find the prime corner location on Third Avenue. "This was like a present," says Donato, "the landlord of one of my other restaurants calls me and tells me he has the perfect spot for my new place. I like it and we say yes."

The spot was, indeed, ideal; however, it wasn't equipped to be a restaurant so improvements needed to be made immediately. That meant a number of permits, plans, and more permits. Donato prepared himself to begin what typically is a long and laborious process but excitedly relates, "I have never been as amazed by a City as I was by Chula Vista. The City immediately embraced my business and me. All the departments were doing their business and we got things done. They are the best." The restaurant opened earlier than anticipated under the skillful management of Lenny, Dominic's son, also an experienced restaurateur.

As some improvements and adjustments were still to be made, the Donatos decided not to do any advertising when they opened, yet, Mangia Bene immediately experienced, and maintains, very good business at lunch.

Donato knows from years of experience that developing a dinner clientele in any downtown location takes time; however, he recognizes that Chula Vista, because of its large residential population, because of its limited number of restaurants, and because of the revitalization plans underway downtown, will be successful in attracting dinner clientele and evening visitors to Third Avenue. And, Mangia Bene will be there to serve.

"Mangia Bene"

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See the Future from Here.

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